

2019 Partnership Brief

CHANGE
— BEGINS WITH —
YOU

ChildFund[®]
International

KEY CLUB[®]
Texas-Oklahoma District

Partnership Overview



ChildFund and TX OK District Key Clubs are partnering to change the world, one child at a time.
For each Key Club student who recruits a new sponsor, ChildFund will pay the student's DCON registration fee.
DCON participation just became one step easier and the world just became one step better.

Watch this 3 minute video to learn more about ChildFund and sponsorship: <https://youtu.be/TwPywzFgtj0>

There are three ways to sign up a new sponsor:

- 1) **Website:** <https://www.childfund.org/key-club>
- 2) **Phone: 1-800-776-6767 (Monday—Thursday from 9am-7pm EST and Friday from 9:30am—2pm EST)**
- 3) **Child Packets:** a few select Key Clubs in the Dallas and Fort Worth area have some child packets already distributed to their clubs. These are exclusively children from Guatemala and Ecuador. You can still use these packets. Please have sponsors call in to 1-800-776-6767 to sign up and provide their information.

DEADLINES:

- ◆ **February 28:** All Key Club Students can recruit sponsors until February 28, 2019.
- ◆ **MARCH 1:** Students must report the Name, City and State of recruited sponsors via Google Form by March 1st.
- ◆ **MARCH 8:** ChildFund will verify each new sponsor in our database and send the completed Registration list to Texas Oklahoma District Key Club by March 8th.
- ◆ **March 9:** All Key Club members who participated in this partnership MUST ensure that they signed up/registered via the DCON website: <https://tokeyclub.com/dcon-info>

TRACKING:

It is vitally important that we track the student/sponsor information in the [Google Form](#) in order to be able to allocate registration fees. You will need to include school, city/state, student's name, student's email/phone number as well as the full name and city/state of the sponsor recruited. You can open the form here:

Questions?

If you have any questions about ChildFund, child sponsorship, this partnership or other matters related to this initiative, please do not hesitate to contact ChildFund or TO Key Club:

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Thank you in advance for changing the world, one child at a time.



ChildFund Facts & Figures



- ◇ Founded in 1938—ChildFund celebrated 80 years in 2018.
- ◇ Child-focused international development organization.
- ◇ Work in 25 countries, including the United States.
- ◇ Impact 11.4 Million people through our programs in Africa, Asia and the Americas.
- ◇ Work with children, families and communities of all faiths, nationalities, ethnicities etc.
- ◇ Our program approach follows children from infancy through young adulthood, often up to the age of 24.
 - ⇒ **Healthy & Secure Infants:** For children ages 0-5, provide the best start in life for children, by promoting:
 - ◆ Good nutrition and care during the prenatal and early years;
 - ◆ Protection against potentially life threatening childhood illnesses;
 - ◆ Opportunities to develop and learn through play and exploration; and
 - ◆ Stronger relationships with the adults who care for them.
 - ⇒ **Educated & Confident Children:** For children 6-14, encourage positive relationships for children within their homes and communities by enabling:
 - ◆ Knowledge and life skills in school, at home and in the community;
 - ◆ Foundations to build life-long learning and confidence for today and hope for the future; and
 - ◆ Communities where children’s participation is recognized and their rights protected.
 - ⇒ **Skilled & Involved Youth:** For youth 15-24, promote improved economic, physical and social well-being to help them become the catalyst for family, community and country by focusing on:
 - ◆ Safe and sustainable employment;
 - ◆ Emotional skills to be able to develop healthy, nurturing relationships; and
 - ◆ Participation of youth in the lives of their families and communities.
- ◇ ChildFund is efficient... we devote 81.6% of our total expenditures to programs for children.
- ◇ ChildFund is recognized for stewardship, with high ratings from Charity Navigator, Charity Watch and has earned the Better Business Bureau “Wise Giving Alliance” seal.

About Child Sponsorship

- ◇ Sponsors must understand that this is a **multi-year commitment** to support, connect and guide one child.
- ◇ Sponsorship is an individual and unique connection between one sponsor and one child.
- ◇ Sponsorship contributions are combined with other sponsors’ to develop community-wide programming to support all children in the same community.
- ◇ Sponsorship is a multi year commitment that allows ChildFund to stay in the same community for 20-30 years to really create sustained change in the community.
- ◇ The cost to sponsor is about \$1 per day. This is about the cost of one bottle of soda a day, one trip to Starbucks a week or one family pizza night per month.
- ◇ On the website (<https://www.childfund.org/key-club>), the cost is \$36/month. For those Key Clubs with physical child packets, those are offered at \$33 and can be processed by calling **1-800-776-6767**.
- ◇ Sponsors can exchange as many letters, photos and updates as you would like (physically or through a web portal).
- ◇ Sponsors can send additional special monetary gifts specifically to the child for holidays and birthdays.
- ◇ Sponsors can visit their sponsored child (as long as it is coordinated through ChildFund offices well in advance).

Pitch Perfect



Remember, you just need to recruit ONE sponsor... who will it be? Someone in your family or community? Maybe a neighbor? Below are some ideas on who to talk to and how to share with them the message of child sponsorship:

Group	Intro	Body
Family / Friends	Hi _____. I would to talk with you about something that is important to me and my friends at school. We are learning how to make a difference locally, nationally and globally. And I want to tell you all about it.	<p>I am a member of Key Club at my school. It is an organization that builds leadership through service to others. One of my favorite things about Key Club is _____. Some of the local projects that we have helped with that I am most proud of are _____ and _____. Did you know that we _____?</p> <p>Well, in addition to that, this year we are partnering with ChildFund International to recruit sponsors for their programs to help children around the world.</p> <p>Sponsorship helps kids grow up strong and healthy to be leaders in their communities, just like Key Club members are leaders here in our schools and communities.</p> <p>ChildFund works in 25 countries and reaches more than 11 million people. They fund their programs mostly through child sponsorship. Sponsorship allows them to make great changes in the community while also creating a bond between the sponsor and the child. It is a way to be a mentor, a friend, a support to a child in need. Sponsorship is changing the world, one child at a time.</p> <p>I would like to help be part of a better tomorrow for these children, families and their entire communities. I believe change is possible... and I think change begins with you and me.</p> <p>I am looking to find one sponsor today. It costs about \$1 a day. I am looking for someone who is willing to make at least a one year commitment to a better world. Will you be that person? Will you become a child sponsor through ChildFund?</p> <p>Visit: https://www.childfund.org/key-club Call: 1-800-776-6767</p>
Neighbors	Hi _____. I live in this neighborhood and want to make sure it is a safe place for kids and families. Actually, all kids around the world want to grow up in safe communities. But, not all kids currently have that opportunity. Would you be interested in helping make other communities as positive a place to grow up as we have it here?	
Businesses	Hi _____. I am familiar with your business because _____. One of the things I like about your company is _____. You being here helps make this community more _____. I would like to talk with you about how to make other communities around the world similar to ours.	
Kiwanis Chapter	Hi _____. Key Clubs and Kiwanis are all about making the world a better place for kids. We have the opportunity to help kids globally in a new and very exciting way that also invests in us as a Key Club member. Please let me tell you all about it.	
Social Media	Hi Friends!! I want to share a great opportunity to make a change in the life of a child... and change the world. Key Club in Texas and Oklahoma is partnering with ChildFund to recruit sponsors for kids in their programs in Texas and around the world. Do you want to know more?!? Asking me about how you can a sponsor a child and make the world a better place today and well into the future.	

